Home Furnishings Calendar 1948

JANUARY

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Room 519 · 9 East 46th Street, New York 17, N. Y. PLaza 9-2917

HOME FURNISHINGS CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. HOME FURNISHINGS CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday December 16 Just Out	NEW NONSKID RUG A new type of nonskid scatter rug was shown to the trade and consumer press at a luncheon yesterday. A special type of backing is expected to cut down materially on the number of serious accidents in the home. This backing lasts for the life of the rug which may be washed in machines or tubs. Publicity: Richard H. Roffman, Moss Assoc. MU.7-7377.	ALDON RUG MILLS, INC.	10 WEST 33RD ST.
Thursday December 16	XMAS BOOK GIFTS Two recent books which would please anyone on your list who is interested in furniture or food are the recent re-issue of Wallace Nutting's "Furniture Treasury" in two columns with 5000 illustrations and Agelo Pellegrini's "The Unprejudiced Palate". Contact: Virginia H. Patterson, AL.4-2100.	THE McMILLAN COMPANY	60 FIFTH AVENUE
Friday December 17 12:30 P.M.	MONTHLY LUNCHEON A visual survey of fashion in color and fabric will be presented by Gladys Miller; she will also tell how to use it in spring selling plans. The luncheon will be held in the Hendrik Hudson Room. Tickets, $3.60 for members, $3.85 for guests. Contact: Mrs. Josephine M. Brush, Exec. Sec'y., 155 East 96th St., New York 28, N.Y., TR. 6-1822.	HOME FASHIONS LEAGUE	HOTEL ROOSEVELT
Saturday December 18 8:00 P.M.	TWENTY-FIRST ANNUAL CHRISTMAS PARTY Members of Advertising Women of New York, Inc. are urged to make this party a success. Contact: Elsie E. Wilson, CI. 7-7760.	ADVERTISING WOMEN OF NEW YORK, INC.	SALVATION ARMY 297 TENTH AVENUE

WEEK BEGINNING MONDAY, DECEMBER 20, 1948

Wednesday December 22 2 P.M.	OPEN HOUSE A Christmas open house for their friends will be held by these well-known dealers in fine porcelains and other antiques. By invitation only. Contact: Attman-Weiss, PL. 5-1492.	ATTMAN-WEISS	863 THIRD AVENUE
Thursday December 23 4:00 P.M.-7:00 P.M.	PRESS OPENING Now settled in their new uptown quarters, Josiah Wedgwood & Sons are opening their new showroom to the press on this date. By invitation only. Contact: Annie Reese Surber, PL. 5-3950.	JOSIAH WEDGWOOD & SONS	24 EAST 54TH STREET
December 25	CHRISTMAS DAY (Saturday)		

WEEK BEGINNING MONDAY, DECEMBER 27, 1948

January 1	NEW YEAR'S DAY (Saturday)

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DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Saturday January 1	NEW ADDRESS FOR MERCHANDISE MART	MERCHANDISE MART OWNERS	NORTH BANK DRIVE CHICAGO, ILLINOIS

Beginning on January 1, 1949, the official address of The Merchandise Mart will be changed from 222 North Bank Drive, Chicago 54, Illinois to Merchandise Mart Plaza, Chicago 54, Illinois.

Sunday January 2 4:00 P.M.-7:00 P.M.	PRESS PARTY: PURELY SOCIAL	GOLDING DECORATIVE FABRICS	AMBASSADOR EAST CHICAGO, ILLINOIS

A purely social party for the press to alleviate the tension of the following week will be held by Arthur Brill, Bucky Harris and Martin North of Golding Decorative Fabrics in their suite at the Ambassador East. Come and bring your Chicago friends and relax with a bit of good cheer. Contact: Martin North, MU. 6-8311.

ADVANCE DATES AND NOTICES

January 3 Evening	ANNUAL FURNITURE FORUM	G.R. FURN. EXP. ASS'N.	CIVIC AUDITORIUM

Speakers at the Furniture Forum will be A.E. Walsh of A.E. Walsh & Partners, industrial consultants, London, England; Earl Lifshey, managing director of Retailing Daily; Raymond Reed, vice president and merchandise manager of home furnishings, John Wanamaker's, Philadelphia. Mr. Walsh's speech is expected to deal with the design, origin and production of composite furniture, a new type of furniture developed in Britain since the war. There will be an exhibit of this furniture in the exhibitors building. Contact: L.R. Mattson, president, Furniture Exposition Ass'n., Grand Rapids, Michigan.

Tuesday January 4 Breakfast	MARKET BREAKFAST MEETING	NAT'L. RETAIL FURN. ASS'N.	FURN. CLUB, CHICAGO

W. E. Griswold, Jr. of W. & J. Sloane, New York and vice-president-at-large of NRFA will discuss "Merchandising Prospects--1949" from the retailers viewpoint; Murrel J. Fischer, president, International Furniture Co. will present the manufacturer's angle. Contact: N.R.F.A., Chicago.

Tuesday January 4 Luncheon	CONSUMER PANEL AT MARKET LUNCHEON	THE FASHION GROUP	MERCHANTS & MFRS. CLUB AT MART

"From Paint to Picasso" is the name of the program to be presented by the Fashion Group to bring an overall picture of home decorating problems to the attention of manufacturers and retailers. Four speakers will discuss their own recent experiences in four different types of home furnishings needs. Edith Grimm, Carson, Pirie, Scott & Co., and new regional director of The Fashion Group, will preside. Contact: Ann Sheehan, 2322 Commonwealth Ave., Chicago, Illinois.

Monday January 3-January 4	SPECIAL SECTIONS	NEW YORK TIMES	TIMES SQUARE, N.Y.

On Monday, January 3, the Times will publish the U.S. Business and Financial Review Section. On Tuesday, January 4, the Review and Forecast of International Trade and Industry will appear. The first is a complete and authoritative survey of the U.S. economy as it is and as it promises to be, the second, a comprehensive and expert survey of the world's economy as it is and as it is likely to develop. These sections will reach influential people all over the country. Contact: Monroe Green, Advertising Director New York Times, LA. 4-1000.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday January 3- January 15	HOME FURNISHINGS MARKET	MERCHANDISE MART	CHICAGO, ILLINOIS

The most comprehensive furniture lines in years are expected to make their appearance at the January Market. More items, a wider choice of style and broader price ranges will be available. A new African blond hardwood will make its appearance; also Japanese ash. Foam rubber cushioning is expected to be used more extensively in upholstered furniture. Showrooms in the Merchandise Mart are being redecorated and expanded to include display ideas which can be copied in retail stores. Contact: Wallace O. Ollman, Merchandise Mart, Chicago, Illinois.

Monday January 3- January 15	NEW CARPET DESIGNS TO BE INTRODUCED	ALEXANDER SMITH & SONS C. H. MASLAND & SONS	ROOM 1814, MERCHANDISE MART, CHICAGO

More than a score of new carpet and rug designs for the Spring market will be introduced by Alexander Smith and Masland at this time. Releases and glossy prints available for editors. Contact: Emily Purcell, Publicity: Alexander Smith & Sons Carpet Co., 295 Fifth Ave., MU. 9-1300.

Jan. 3-15 JANUARY FURNITURE MARKET, GRAND RAPIDS, MICHIGAN.

January 3- January 15	NEW TENANTS IN MART	AMERICAN FURNITURE MART	CHICAGO, ILLINOIS

Six manufacturers of major appliances will be exhibiting their lines in space they have retained in the American Furniture Mart. They are: Thor Corp.; Kalamazoo Stove & Furnace Co.; Landers, Frary & Clark; Holland Reiger division, Apex Electrical Mfg. Co.; One Minute Washer Co. and Electromaster, Inc. Contact: Col. Lawrence H. Whiting, president, American Furniture Mart, Chicago, Illinois.

Jan. 3-15 JANUARY CARPET MARKET, CHICAGO, ILLINOIS.

Wednesday January 5 Breakfast	MARKET BREAKFAST MEETING	NAT'L. RETAIL FURN.ASS'N. FURN. CLUB, CHICAGO	

Maury Nee, of P.J. Nee Co., Washington, D. C. and a director of NRFA will give an address, "Selling Your Industry First", at the second breakfast meeting. Contact: N.R.R.A., Chicago, Illinois.

Wednesday January 5 6:30 P.M.	PREVIEW OF 1949 CARPET FASHION OPENING	CHICAGO FLOOR COVERINGS CLUB	STEVENS HOTEL CHICAGO, ILLINOIS

On this date retailers will see a trade version of the new and dramatic consumer fashion presentation to be staged by the Carpet Institute, Inc. in New York late in February. This preview will be held at the Club's annual dinner. Publicity: Melva Chesrown, EL. 5-7651.

January 7 PRESS DAY, GRAND RAPIDS FURNITURE MARKET, GRAND RAPIDS, MICHIGAN.

Jan. 10-14 KEYSTONE CHINA & GLASS SHOW, FORT PITT HOTEL, PITTSBURGH, PA.

Jan. 10-14 PITTSBURGH GLASS & POTTERY EXHIBIT, WILLIAM PENN HOTEL, PITTSBURGH, PA.

Monday January 10- January 14	NEW YORK LAMP SHOW	GEORGE F. LITTLE	HOTEL NEW YORKER

The twenty-fifth semi-annual New York Lamp Show will occupy seven floors of exhibit rooms to hold the more than 350 lamp lines on display. This year the management has added a division for the display of supply materials for manufacturers. About 35 manufacturers of parts, fittings, bulbs, sockets, wire, castings, textiles, frames and trimmings will have exhibits on the 9th floor. Hours: 9 A.M. to 6 P.M. with a 1 P.M. closing on January 14th. Contact: George F. Little Management, MU.9-7147.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday January 10- January 14	N.R.D.G.A.'S 34TH ANNUAL CONVENTION	NAT'L RETAIL DRY GOODS ASSOCIATION	HOTEL STATLER (PENNSYLVANIA)
	"Democracy Works Here" is the theme of the annual convention. Daily sessions run from 9:30 A. M. to 5 P.M. During the convention the 100 best retail newspaper advertisements of 1948 as selected by a jury of judges will be exhibited. Contact: Robert Mayer, CH. 4-8780.		
Monday January 10- January 15	DINNERWARE SHOW	U.S. POTTERS ASS'N.	KAUFMANN'S, PITTSBG.
	Coincident with the China and Glass Show, leading dinnerware makers will again join in showing consumers the latest styles and patterns in domestic dinnerware and ovenware. Contact: Wilbur Betz, East Liverpool, Ohio.		
January 16	ESTABLISHMENT NAT'L. FED'R'TN. HOUSEWARES CLUBS, HOTEL STEVENS, CHICAGO.		
Wednesday January 12- January 14	FOURTH ANNUAL TECHNICAL SESSION	S.P.I., INC., REINFORCED PLASTICS DIVISION	EDGEWATER BEACH HOTEL, CHICAGO, ILL.
	Program Chairman for the meeting is Harold Freeman of American Cyanamid in New York; Leonard Meyer of Western Products, Inc., Newark, Ohio is Chairman of the Exhibit Committee. An exhibit will be included in the program. Publicity: Langdon P. Williams, S.P.I., Inc., MU. 6-1490.		
Thursday January 13- January 20	HOUSEWARES AND HOME APPLIANCE EXHIBIT	NAT'L.HOUSEWARES MFRS. ASSOCIATION	NAVY PIER CHICAGO, ILLINOIS
	The annual housewares and home appliance exhibit will be held in the two main halls of the auditorium and occupy about the same amount of space as last year's show. The banquet will be held on January 18. Contact: A. W. Buddenberg, ex. sec. N.H.M.A., Chicago, Illinois.		
Saturday January 15 Going On	LINE OF FRENCH PORCELAINS	I. FREEMAN & SON, INC.	12 EAST 52ND STREET
	Beginning on this date there will be a special display of French china, vases, figurines, cups and saucers, and so forth, especially designed and all painted by hand. These items are all copies of early 19th Century porcelains. Publicity: K.J. Mann, Mann-Ellis, Inc., LO. 4-0950.		
Jan. 17-22	WINTER FURNITURE MARKET, NEW YORK FURNITURE EXCHANGE, NEW YORK, N.Y.		
Jan. 17-22	JANUARY CARPET MARKET, NEW YORK, N.Y.		
Jan. 17-28	HIGH POINT FURNITURE MARKET, HIGH POINT, N.C.		
January 20 Coming Out	NEW DIET COOK BOOK	DOUBLEDAY & CO., INC.	14 WEST 49TH STREET
	"Diabetic menus, Meals and Recipes," written by a diabetic to enable others to serve meals which are safe for them and appetizing to their families, is also a helpful guide to overweight people, as each recipe is analyzed for its content of carbohydrates, protein and fat. At a glance the number of grams contained in an average serving can be seen. Publicity: Louise Thomas, Doubleday & Co., CI. 6-1700.		
Sunday January 23- January 26	CALIFORNIA CURTAIN AND DRAPERY SHOW	LOS ANGELES TRADE FAIR 1151 S. BROADWAY	ALEXANDRIA HOTEL LOS ANGELES, CAL.
	"Home Fashion Fiesta" will feature merchandise for windows, bathrooms, kitchens and bedrooms. Contact: Worth Larkin-Dick Bean, RI. 2441.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday January 24- January 28	ANTIQUES AND DECORATIONS FORUM	THE MAGAZINE ANTIQUES COLONIAL WILLIAMSBURG	WILLIAMSBURG VIRGINIA

The first of two forums will take place on these dates. It is designed to enable home-owners and antique collectors to study decorations and furnishings with the authentic 18th century buildings and collections of restored Williamsburg as a laboratory. The second forum will be held from January 31 to February 4. As only 150 persons can be accomodated at each session, reservations should be made early. These will include hotel accomodations, meals, registration and other incidental costs and are being offered to subscribers to "Antiques", dealers and those interested in antiques. There will be morning lectures by such authorities as James L. Cogar, consultant to Colonial Williamsburg, Joseph Downs, Curator of the American Wing, Metropolitan Museum, Charles F. Montgomery, authority on pewter, Franco Scalamandre, president of Scalamandre Silks, Charles Messer Stow, antiques editor of the New York Sun, Hensleigh Wedgwood, president of Wedgwood of America, Inc., Miss Alice Winchester, Editor of The Magazine Antiques and others. In the afternoons there will be guided tours, teas and additional discussion periods. Contact: Louise Bahnsen, PL. 9-1600, or write Colonial Williamsburg, Goodwin Building, Williamsburg, Va.

Tuesday January 25	HOME FURNISHINGS EDITION	PLAINFIELD COURIER-NEWS	PLAINFIELD, N. J.

On this date the Plainfield Courier-News will publish a Home Furnishings Exhibit and Style Show edition. Mats and cuts suitable for newspaper reproduction will be welcome. Contact: Wallace Zimmerman, Plainfield Courier-News, Plainfield, New Jersey.

MUSEUM, GALLERY AND GARDEN NEWS

Thursday December 16- January 1	GROUP EXHIBITION OF PRIZEWINNERS	VILLAGE ART CENTER	ART CENTER GALLERIES 224 WAVERLY PLACE

A group exhibition of the paintings in watercolor by the prizewinners of its Sixth Non-Jury Watercolor Exhibition has just opened. Hours: 1 to 5 P.M. daily except Thursdays; 8 to 10 P.M. Mondays. Contact: Mrs. Maximilian Elser, Jr., GR. 7-4939.

Thursday December 16- January 1	EXHIBIT AND SALE OF ART UNDER $35	VILLAGE ART CENTER	224 WAVERLY PLACE (WEST 11TH STREET)

A holiday exhibit and sale of work under $35 by prizewinners of the last six years in oil, watercolor, sculpture, graphic art and photography has just opened. The ten per cent commission reverts to the work of the Art Center, a non-profit organization. Hours: 1 to 5 P.M. daily except Thursdays; 8 to 10 P.M. Mondays. Contact: Mrs. Maximilian Elser, GR. 7-4939.

Saturday December 18 3:00 P.M.	LECTURE: CHRISTMAS ART AND MUSIC	BEATRICE FARWELL INSTRUCTOR	METROPOLITAN MUSEUM 5TH AVE. & 82ND ST.

A lecture on Christmas art and music with recordings will be given by Beatrice Farwell. Publicity: Lillian Green, RH. 4-7690.

Monday December 20- January 24	EXHIBIT OF FABRICS AND EMBROIDERIES	EVE PERI PHILA. ART ALLIANCE	251 SO. 18TH STREET PHILADELPHIA, PA.

Eve Peri, artist in embroidery for decorative purposes, will exhibit her work at this time. This is her first show of this sort although her work is hung in several museums and she has executed designs for leading decorators. Contact: Andrew Seraphin, Art Alliance, Phila., Pa.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE

MUSEUM, GALLERY AND GARDEN NEWS (Continued)

Wednesday December 22-March 20	AMERICAN PAINTINGS	MUSEUM OF MODERN ART	11 WEST 53RD STREET

A large and comprehensive exhibit of American paintings, ranging from recent primitives to the work of contemporaries. Press preview on Monday, December 20, 2 to 5 P.M.; special showing Tuesday, December 21, 8 to 11 P.M. by invitation only. Open to the public Wednesday, December 22. Hours: 12 to 7 P.M. weekdays; 1 to 7 P.M. Sundays. Publicity: Betty Chamberlain, CI. 5-8900.

Friday December 31	ART DIRECTORS CLUB COMPETITION	THE MUSEUM OF MODERN ART	11 WEST 53RD STREET NEW YORK, N.Y.

On this date no further entries will be accepted for the Art Directors Club Awards for 1948 which will be exhibited next March at the Museum of Modern Art. Categories are: Newspaper advertising, magazine advertising (color and black and white), poster and car cards, magazine covers, editorial illustration, complete editorial units, house organs, direct mail advertising, typography (this category to include any one of the above groups.) Entries must be in the form of the finished product rather than original art work. The jury will make its awards on the basis of absolute rather than relative standards of quality. Publicity: Betty Chamberlain, CI. 5-8900.

Tuesday January 18	AWARDS TO BE ANNOUNCED	MUSEUM OF MODERN ART	11 WEST 53RD STREET

The names of the winners in the International Competition for Low Cost Furniture Design will be announced on this date. Nearly 1000 competitors from 34 countries all over the world sent in entries. Further details of the ceremony will be available shortly. At the same time the award will be made to one of the six teams which have been preparing technological research reports. Publicity: Betty Chamberlain, CI. 5-8900.

Tuesday January 18 2:00 P.M.-5:00 P.M.	PRESS PREVIEW OF REOPENED GALLERIES	THE METROPOLITAN MUSEUM OF ART	NORTH WING 82ND ST. & 5TH AVE.

The galleries of Far and Near Eastern Art will be shown to the press on this date. On Thursday, January 20, there will be a private view by invitation only. The public opening is scheduled for Friday, January 21. Hours: 10 A.M. to 5 P.M. weekdays; until 9 P.M. Wednesdays; 1 to 5 P.M. Sundays. Publicity: Lillian Green, RH. 4-7690.

Wednesday January 19 2:30 P.M.	LECTURE ON LANDSCAPE PRINCIPLES	THE HORTICULTURAL SOCIETY OF NEW YORK	COLONNADES BALLROOM THE ESSEX HOUSE

After the presentation of trophies for flower arrangements and gardens, R. P. Korbobo of the College of Agriculture, New Brunswick, N.J. will speak on "Landscape Principles As Applied to the Home Property." There will also be a flower show featuring exhibits of seasonal material. No admission fee. Open to non-members. Contact: Elizabeth Peterson, PL. 7-0915.

Tuesday January 25	EXHIBITION OF NEW ACQUISITIONS	THE NEWARK MUSEUM	WASHINGTON PK. WEST NEWARK, N. J.

In conjunction with the Annual Meeting of the Newark Museum Association an exhibition showing purchases in the field of fine and decorative arts will be held. Hours: 12 to 5:30 P.M. daily; 7 to 9 P.M. Wednesdays and Thursdays; 2 to 6 P.M. Sundays and holidays. Admission free. Publicity: Mildred Holzhauer, MI. 2-0011.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE

RADIO AND TELEVISION NEWS

Thursday December 16 4:15 P.M.- 4:30 P.M.	UNUSUAL REMODELED APARTMENT	SACHS QUALITY STORES	STATION WMCA 1657 BROADWAY
	Leslie D'Avigdor, an investment councillor, will discuss with Grace King the apartment he has recently air-conditioned, sound-proofed and decorated with scaled-down, space-saving furniture. Publicity: Seymour Fogelson, ME. 5-5300.		
Thursday December 16 8:00 P.M.- 8:30 P.M.	FINE COOKING ON TELEVISION	DIONE LUCAS CBS-TV	CBS-TV 15 VANDERBILT AVE.
	How to make Christmas cookies and rich fruit cake will be described and demonstrated by Dione Lucas. Publicity: Helen Brattrud, PL. 5-2000.		
Thursday December 16 8:00 P.M.- 9:00 P.M.	DECORATIVE MOBILES ON TELEVISION	CASTRO DECORATORS A. S. BECK	WPIX TELEVISION STA. 220 EAST 42ND STREET
	Alexander Calder, well-known creator of mobiles, will discuss with Gloria Swanson the part that these fascinating objects can play in decorating a house. Publicity: Clint Bolton, MU. 2-1234.		
Friday December 17 2:30 P.M.- 2:45 P.M.	QUESTIONS AND ANSWERS TO DECORATING PROBLEMS	THE NEEDLE SHOP WABD	WABD DUMONT 515 MADISON AVENUE
	Questions on how to make various decorative objects will be answered by Alice Burrows. Contact: Mr. David Davis, MU. 8-2600.		
Friday December 17 4:15 P.M.- 4:30 P.M.	WHAT WOMAN'S PAGE READERS WANT TO KNOW	SACHS QUALITY STORES	STATION WMCA 1657 BROADWAY
	Ann Pringle, of the Herald-Tribune, will explain on Grace King's program what readers of the woman's page are interested in reading about in the way of home furnishings. Publicity: Seymour Fogelson, ME. 5-5300.		
Monday December 20 2:30 P.M.- 2:45 P.M.	WINDOW TREATMENTS ON TELEVISION	THE NEEDLE SHOPS WABD	WABD DUMONT 515 MADISON AVENUE
	Ruffled curtains, which were demonstrated last week, will be discussed by Alice Burrows and she will complete her program with the subject of valances, swags and draperies. Contact: Mr. David Davis, MU. 8-2600.		
Tuesday December 21 4:15 P.M.- 4:30 P.M.	IMPORTANCE OF LIGHTING IN THE HOME	SACHS QUALITY STORES	STATION WMCA 1657 BROADWAY
	Mrs. Margaret Sharp Hill, stylist for Lightolier, will discuss with Grace King the part that proper lighting plays in decoration and its vital importance. Publicity: Seymour Fogelson, ME. 5-5300.		
Wednesday December 22 4:15 P.M.- 4:30 P.M.	IDEAS FOR DECORATING THE CHRISTMAS TABLE	SACHS QUALITY STORES	STATION WMCA 1657 BROADWAY
	Emma Aubert Cole, editor of Home Furnishings Calendar and table setting expert, will talk with Grace King about ways to make Christmas table settings festive. Publicity: Seymour Fogelson, ME. 5-5300.		

Home Furnishings Calendar

Room 519 · 9 East 46th Street, New York 17, N. Y. · PLaza 9-2917

Board of Editors

Emma Aubert Cole, Managing Editor

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HOME FURNISHINGS CALENDAR is published every Thursday.

There is no charge for any listing. Subscription rates: One year, $30; six months, $18; three months, $10; single copy, $1.